



The Cleveland Press

901 LAKESIDE AVENUE
CLEVELAND, OHIO 44114

Attention: Personnel Managers and Directors

Careers Issue No. 3 Monday, October 13, 1969

The enclosed folder gives details on one of today's most effective ways of reaching career minded job-seekers. The 1st and 2nd issues of The Cleveland Press Careers Tabs have proven this with numerous testimonials and requests for additional copies from educators, employers, and individuals.

Editorial content combined with a wide range of career advertising makes this an interesting and informative reading package and a most effective advertising vehicle. Copies of our last one are available if you wish to see the format to be followed in issue No. 3.

In reaching more than 1,700,000 readers in the 4-County Metro area, I am confident your message in this Careers Issue will be the most productive recruitment dollars that can be invested today.

Our complete advertising dept. is at your service in supplying additional market data, layouts, art production, etc. We look forward to answering any questions you may have, and in working with you in building a most effective recruitment program in this market.

Please call me at (216) 623-1111, if I can be of further assistance. Ads may be mailed to me addressed as follows:

Marcella Rarick
The Cleveland Press
901 Lakeside Avenue
Cleveland, Ohio 44115

If you wish to have additional copies of this literature mailed to other members of your firm, please send me their names and addresses, and I will be happy to add them to our mailing list.

Sincerely,

Marcella Rarick

Marcella Rarick
Recruitment Adv. Rep.

MR/btb

Enclosure

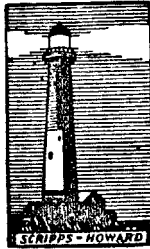
COLLEGES AT WHICH "CAREERS ISSUE" WILL BE DISTRIBUTED:

Antioch College
Ashland College
Baldwin-Wallace College
Bowling Green State University
Capital University
Case Western Reserve University
Central State University
Cleveland Institute of Art
Cleveland State University
College of Steubenville
College of Wooster
Cuyahoga Community College
Defiance College

Denison University
Dyke College
Findlay College
Franklin University
Hebrew Union College
Heidelberg College
Hiram College
John Carroll University
Kent State University
Lake Erie College
Lakeland Community College
Lorain County Community College

Malone College
Marietta College
Mary Manse College
Miami University
Mount Union College
Muskingum College
Oberlin College
Ohio Northern University
Ohio State University
Ohio University
Ohio Wesleyan University
Otterbein College

Our Lady of Cincinnati College
St. John College of Cleveland
Sinclair Community College
University of Akron
University of Cincinnati
University of Dayton
University of Toledo
Wilberforce University
Wilmington College
Wittenberg University
Wright State University
Xavier University
Youngstown State University



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A Scripps-Howard Newspaper

901 LAKESIDE AVE.

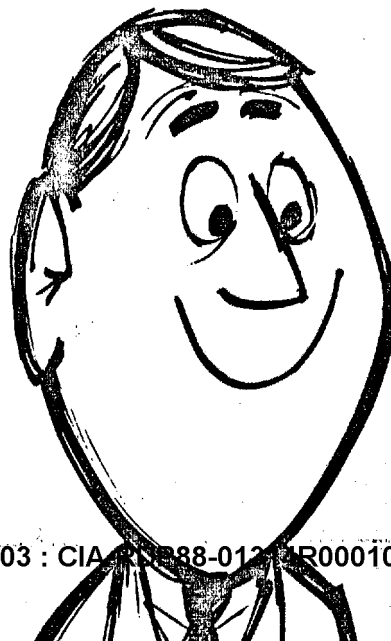
CLEVELAND, OHIO 44114

PHONE (216) 623-1111

GENERAL ADVERTISING OFFICE:
200 PARK AVE., NEW YORK CITY

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LOS ANGELES • PHILADELPHIA • SAN FRANCISCO

DON'T
MISS...



The Cleveland Press

"CAREERS ISSUE"

THIRD EDITION

OHIO'S BIGGEST RECRUITMENT OPPORTUNITY

**YOUR RECRUITMENT AD IN
The Cleveland Press**

CAREERS

ISSUE

WILL REACH NEARLY

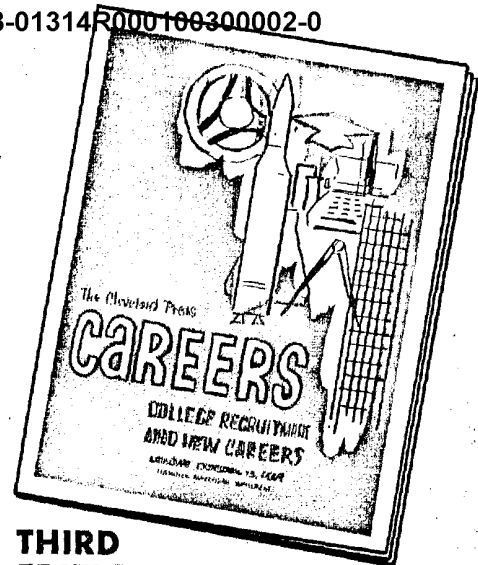
400,000 families

PLUS STUDENTS IN 50 OHIO COLLEGES!

Here is your opportunity to get the most effective coverage in Ohio with your recruitment advertising! The third edition of "Careers Issue," a special supplement of The Cleveland Press, will be published in time to support your college recruitment drive. Quantities for distribution will be sent to the vocational counselling offices of 50 Ohio colleges, with a total enrollment of over 300,000. This extra circulation is a bonus to the nearly 400,000 families who will receive "Careers Issue" with their daily newspaper.

The Press is read by 2 out of 3 families in Greater Cleveland. Over 200,000 families read no other daily newspaper. The Cleveland area is an ideal recruiting ground for personnel in almost every field. The 4-county Cleveland Metropolitan Area is the nation's fourth largest research and development center.

The concentration of recruitment advertising in "Careers Issue", plus the editorial coverage on careers, will give your ad maximum impact. For greater response to your ad, we suggest that you include in your copy the names of the colleges at which you will be recruiting, and the dates that interviews will be held.



**THIRD
EDITION**

"Careers Issue" is tabloid size. Minimum size ad is 1 column x 1". Columns are 1 3/4" wide, 13 3/4" deep, 6 columns per page. A full page is 10 7/8" x 13 3/4". Type of ads accepted are display type, including cuts, borders, etc. Copies of previous issues are available on request.

Don't miss this opportunity to reach thousands of potential job candidates! Place your space reservation now!

The Cleveland Press

Ohio's Largest Evening Newspaper

901 Lakeside Ave., Cleveland, Ohio 44114

PHONE (216) 623-1111

PUBLICATION DATE: MONDAY, OCT. 13, 1969

CLOSING DATE: WEDNESDAY, OCT. 8